

# Project title: *"One Key Insight from Chocolate Sales Data"*

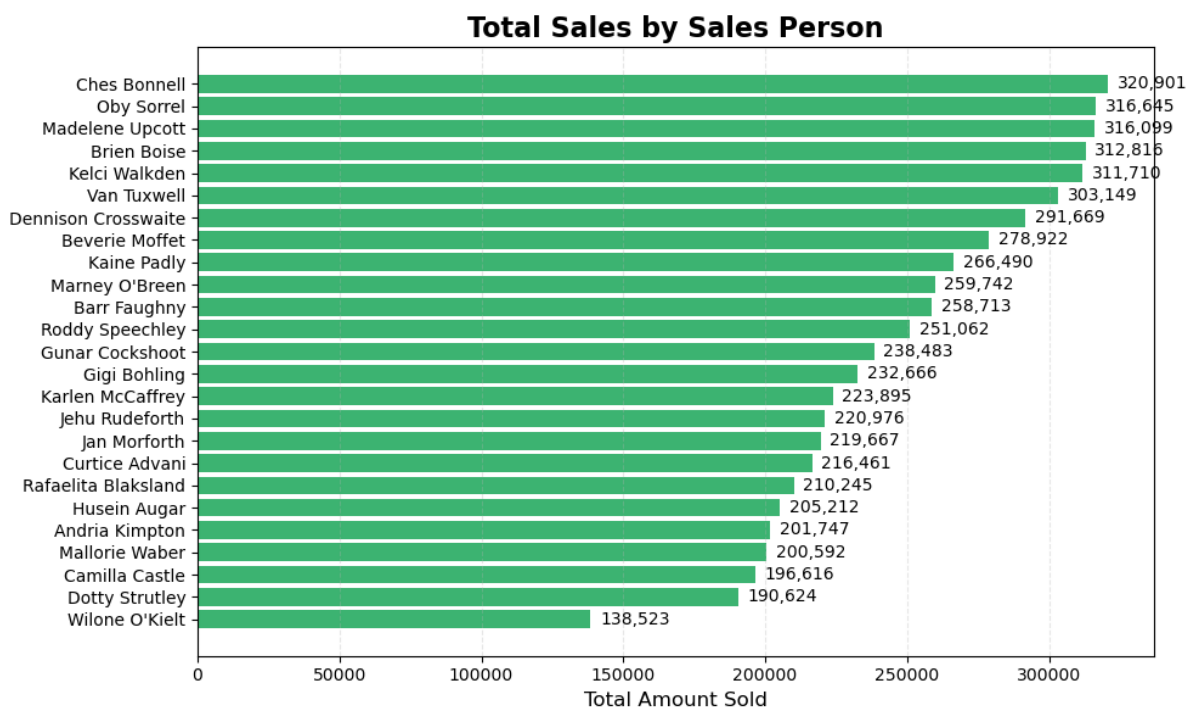
This analysis is based on a fictional dataset of chocolate sales across multiple countries, with data on products, salespeople, boxes shipped, and total sales revenue.

## The question analysed:

- Which Salesperson has the highest revenue?

## The Analysis:

In this question, the main point was figure it out who reached the highest revenue. Through the analysis I also enjoyed the opportunity to check who the bottom performers were.



## Top 3 salespeople:

- 1 - Ches Bonnell 320,901
- 2 - Oby Sorrel 316,645
- 3 - Madelene Upcott 316,099

### Top 3 bottom performers:

23 - Camilla Castle 196,616

24 - Strutley 190,624

25 - Wilone O'Kielt 138,523

I noticed that the difference between the top 1 and the most bottom performer was around 180k, which made me think: if they sell to basically the same countries, why the difference is so big? Are the products or markets they are handling less suitable? There is any external factor, such as lack of support or problematic territories, that is affecting their sales? What strategy the top ones took that we could apply to the bottom salespeople?

## The Insight

- **Top 5 salespeople:**
  - Offer incentives to these individuals as a reward for their performance.
  - Study their sales strategies to replicate them across other team members.
  - Focus on strategies to maintain or improve these results.
- **Bottom Performers** (with the lowest sales):
  - Invest in training, mentoring, or motivation.
  - Analyse whether the products or markets they are handling are less suitable.
  - Evaluate if external factors (lack of support, problematic territories, etc.) are affecting their sales.
- **Sales Distribution:**

Most of the salespeople are in the mid-range, but there is considerable distribution between top and bottom performers. Strategies could be made to:

- Boost performance for the mid-range salespeople.
  - Motivate the low performers with new goals or bonuses.
- **Sales Variation:**

The large variation could indicate:

- **Unequal territories or markets:** Some salespeople may have access to more profitable areas.
- **Inconsistent performance:** It's important to investigate whether the difference is justifiable or if internal factors need adjusting.

### Suggested Actions:

- **Training:** Identify the best practices of high-performing salespeople and create a training plan for lower performers.
- **Territory Analysis:** Ensure that all salespeople have access to similar markets or are appropriately positioned.
- **Personalized Goals:** Adjust goals based on each salesperson's historical sales, encouraging continuous improvement.

These insights can help you optimize your team's performance and align more effective sales strategies.